

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

July 26, 1986

a Benn publication

GMSC wants  
free choice in  
who dispenses

Boots head out  
of town to  
Cricklewood

Society calls  
'time' on  
hospital crisis

PSNC briefs  
Lords on  
contract Bill

Pharmacists can  
now prescribe  
in Florida

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Incorporating  
Retail Chemist

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## COMMENT



The consultation period on the revised Pharmaceutical Price Regulation Scheme negotiated between the Association of the British Pharmaceutical Industry and the Department of Health closes next week. Industry has to decide whether to accept the package or seek modifications to a deal whose benefits are generally perceived to outweigh its disadvantages.

The drug industry, no less than any other group, wishes to be seen as part of the acceptable face of capitalism by an ever-more demanding consumer lobby. The present ABPI Press advertising campaign is a laudable and apparently cost-effective method of educating both patient and decision makers of the health benefits produced by member companies. However, the number of sceptics within Parliament and without probably remains undiminished.

The present Government has at last swung away from swingeing measures to curb both the size of the drugs bill and the profits of the companies who produce medicines and has promised to extend the actual



patent life of drugs (p145). It has recognised in the new PPRS proposal that the climate created in the UK by its policies was inhospitable, if not intolerable. For many companies the selected list has proved too "limiting" and the permitted return on capital employed too small. The truth is that despite the corporate glossy brochures proclaiming their philanthropic nature and a desire to change — in the words of one such missive — "human despair to physical and mental well-being" — the only way drug companies can fulfil their mission is to make reasonable profits and remain in business. To do that new medicines have to be developed, and old ones perhaps revitalised by marketing activity.

In the past some companies, particularly foreign-based, have fallen foul of a corporate need to succeed. Mistakes have been made which have damaged both their own credibility and that of the industry. Under the new PPRS the Government will restrict the total increase in the drugs bill to within 1 per cent of the retail price index. So, for every blockbuster discovery bringing fortune to a particular company through high, but cost-effective prices and profits, the Government will want to balance its books by a commensurate saving on other companies' products.

More companies may now pursue creative cross-licensing opportunities with "competitors" in overseas markets rather than keep all new developments, with their high start-up costs, in-house. Profits may be less but then so are the risks. While the financial risk inherent in drug development cannot be removed any more than the minimal risk that will always be associated with medicines, a reduction in the former could go some way to diminishing the latter in the public's eye.





# GMSC wants free choice in dispensing

**Patients should be able to choose to obtain medicines from their GP or from a pharmacist, believes the General Medical Services Committee.**

The view is expressed in a document presented to a public consultation meeting held in London on Tuesday by the Department of Health to discuss the Government's Green Paper on primary health care. The GMSC's document outlines the circumstances under which doctors may supply their patients with medicines and says that patients value these services, particularly for their convenience. But current restrictions mean that only about six per cent of the population receives medicines from a GP.

Commenting on the NHS contract for pharmacies, the GMSC says proposals must not upset the carefully balanced arrangements for the provision of pharmaceutical services in rural areas. Permission for a pharmacy to open in such areas must rest with the Rural Dispensing Committee, and the FPC dispensing subcommittee must remain the body which first considers an application. The GMSC believes subsidies should not be available for new essential pharmacies where full NHS pharmaceutical services are already being provided by GPs within 2km.

The Government proposes to restrict new pharmacies to those considered necessary or desirable which, the document continues, implies that if a pharmacy is regarded simply as desirable but unnecessary, it will be granted a contract. "In the interests of the NHS and patient care new pharmacies should satisfy both criteria," says the GMSC.

Commenting on proposals for an extended role for pharmacists, the GMSC believes pharmacists have a valuable but limited role in domiciliary services as there are already a number of health professionals involved in caring for

patients at home. The GMSC acknowledges that pharmacies are a useful outlet for health promotion material and that pharmacists could play a part in the continuing education of other health professionals. Professional liaison between doctors and pharmacists helps the doctor and provides safeguards for patient care, but the GMSC doubts the value of patients registering with a particular pharmacy.

The document welcomes moves by pharmacists to develop their scientific skills in the community but feels that GPs would normally seek advice from consultants on the administration and handling of particularly complex substances.

"Co-operation and improved liaison between doctors and pharmacists should be encouraged to avoid problems of demarcation arising from the pharmacist's extended role. Where difficulties occur they must be resolved in a manner which leaves no doubt for the patient about who is responsible for any advice given."

The document suggests that it should be easier for individual contractors from different professions to work together in the same premises but rejects the Government's proposal that family practitioner services should be available from health care shops, pointing out that there could be a conflict between patients' interests and profit motive if primary care was run on a profit-making basis by non-medical companies.

The consultation meeting was one of a series being held by the Secretary for Social Services, Mr Norman Fowler, and his ministers. Pharmaceutical services will be discussed at a meeting in London towards the end of the year.

body, in order to give guidance and advice, they will not have the power to vote.

"I also intend that the membership of these appellate bodies should be drawn from a national list approved by the Secretary for Social Services. I expect similar arrangements to apply to Scotland and Wales," he said in reply to a Commons question from Neil Hamilton (Conservative).

## No change?

**No changes in the composition or voting arrangements for pharmacy practice subcommittees are proposed before the new contract comes into effect.**

However, Health Minister Barney Hayhoe has announced that while he intends pharmacists to be on any appeals



## Take out extra holiday cover.

Ask your pharmacist. You'll be taking good advice. +

The National Pharmaceutical Association "Ask your pharmacist" poster for August is the first in the series to feature prominently the Pharmaceutical Society's Green Cross. The logo has previously appeared in the DHSS/NPA advertisements in the Government's drug abuse campaign. NPA members will be receiving the poster with the next issue of *The Supplement*

## Bid to monitor trade bodies

**Liberal MP Mr Paddy Ashdown (Yeovil) is calling for the appointment of an Ombudsman to monitor the internal administration of trade associations and professional bodies.**

In a motion to be put before the House of Commons Mr Ashdown says that such an appointment would protect the interests of individual members, and ensure the accountability of trade associations and professional bodies to both members and constitution. He is concerned that maladministration and unconstitutional activities in such bodies is not regulated. ■ National Pharmaceutical Association director Mr Tim Astill has written to Mr Ashdown expressing concern over the motion, and asking for evidence of maladministration and unconstitutional activity in trade associations.

The following PL(P)Is have been notified to C&D since the June 28 supplement.

Whitworth Pharmaceuticals Ltd			
PL/4423/0045	Burinex 1mg	Bumetanide 1mg	
PL/4423/0145	Locoid cream 0.1 per cent	Hydrocortisone 17 butyrate 0.1 per cent w/w	
PL/4423/0146	Locoid ointment 0.1 per cent	Hydrocortisone 17 butyrate 0.1 per cent w/w	
PL/4423/0141	Trandate 200mg	Labetalol hydrochloride 200mg	



## Media alert on hospital crisis

Closures of hospital pharmacies have reached a crisis level, says Mr Bill Brookes, president of the Guild of Hospital Pharmacists, in a Press release sent out from the Pharmaceutical Society this week alerting the national media to the situation.

Mr Brookes, district pharmaceutical officer with Crewe Health Authority, says the problem is caused because salaries paid to basic grade pharmacists are, on average, £5,000 a year below those in retail pharmacy.

In South Yorkshire, the out-patient pharmacies in two major hospitals in Rotherham and Doncaster have closed, an increasingly common situation. Dr John Maxwell, DPhO with Rotherham Health Authority, says the decline has recently accelerated at an alarming rate.

"In October 1985, we had the full establishment of five basic grade pharmacists. By April 1986, all had left to take better-paid jobs in community pharmacies," he says. "I have one staff pharmacist who is owed 40 days off in respect of overtime she has worked. This is in addition to the 30 days holiday to which she is normally entitled."

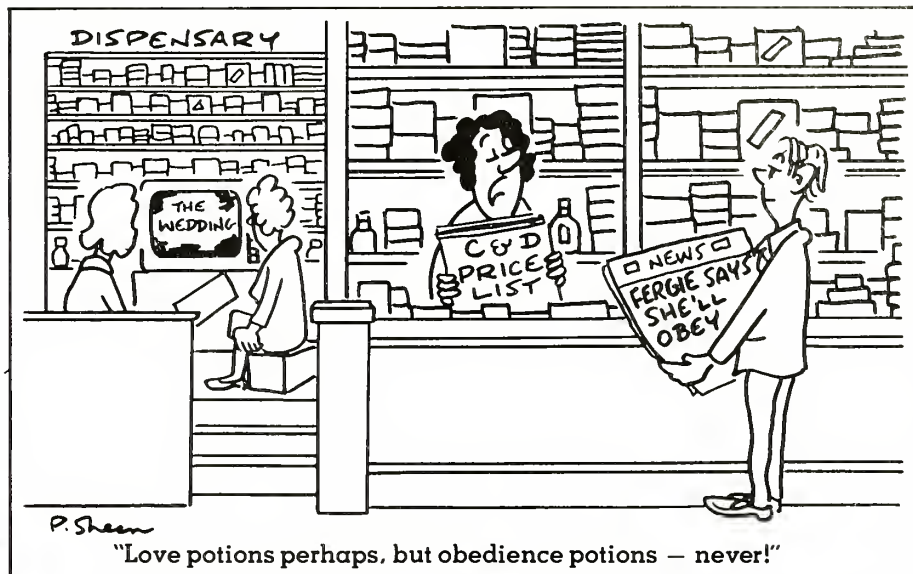
The situation in South Yorkshire is

## MPs seek Reye's warning inquiry

MPs are calling for an inquiry into why the Department of Health did not warn the public earlier of the suspected link between aspirin and Reye's syndrome.

Liberal party spokesman Mr Archie Kirkwood is seeking an adjournment debate in the Commons on Friday to question ministers. SDP health spokesman Charles Kennedy wants a public inquiry to discover why the Department only acted four years after the authorities in the USA issued a public warning.

The MPs' action is prompted by a front page article in *The Sunday Times* entitled "Child deaths: aspirin link was ignored", which criticises the Department for the delay. The Department of Health claims that it was essential to complete a two year study to verify American research before issuing a warning. Over 200 children have developed Reye's since 1982 and over half have died, and on available evidence the DHSS could have a case to answer in the



symptomatic of the collapse of NHS hospital pharmacies throughout the country in consequence of Government policy on pharmacists' salaries, the release continues. Nearly 450 basic grade posts are vacant and this number is increasing. In South East England 40 per cent of basic grade pharmacist appointments are vacant — a year ago it was 30 per cent.

The Pharmaceutical Whitley Council management side has offered an additional payment of £700 a year to basic grade pharmacists, but only on condition that this offer is linked with a package of emergency duty payments, the details of which are unacceptable to the staff side. A claim for substantial pay improvement, amounting overall to upwards of 20 per cent, has been submitted by the staff side of the Council.

courts, the paper suggests.

■ A consultant paediatrician warns in the *Daily Express* parents to "think twice" before reaching for the teething gel for their babies. It follows the death of an eight-month old boy from Cheshire, who reportedly was given Bonjela before being diagnosed as suffering from Reye's syndrome.

Reckitt & Colman, manufacturers of Bonjela, told *C&D* that epidemiological evidence in Britain and the USA indicates the only compound linked to Reye's is acetylsalicylic acid (aspirin). Non-aspirin salicylates including Bonjela are not implicated, he says.

**Animal health facts and figures.** a 178-page report (£75.00) on the international animal health industry, is available from V & O Publications Ltd. The animal health market is valued at just over \$6,100m in 1985 and, while increasing, has yet to regain the 1980 peak of \$6,300m. The report analyses 17 of the industry's major markets and 14 leading animal health companies. Copies from *Animal Pharm Bookshop, 18 Hill Rise, Richmond, Surrey TW10 6UA.*

## Early plans to extend patents

The Government is to introduce legislation "as soon as the timetable permits" to relieve pharmaceuticals for human use from the licence of right provisions of Schedule 1 to the Patents Act 1977.

The Bill will implement proposals in the White Paper "Intellectual Property and Innovation," Industry Minister Geoffrey Pattie told MP Robert Jackson. He had asked what plans there were to abolish the licence of right for pharmaceutical products.

The Association of the British Pharmaceutical Industry understands that the Government hopes to introduce the Bill early next session. The provision will mean that products will get full patent protection for 20 years, instead of becoming vulnerable to licences of right after 16 years as at present.

Licences of right are unique to the UK within the European Community. The ABPI has said the system could cost the UK industry millions of pounds on a cumulative basis if not repealed.

## New 'pill' study

A new large-scale study will monitor the effects of the "pill" on young women.

The trial, being co-ordinated by the Manchester research unit of the Royal College of General Practitioners, will start next April. Three thousand GPs will each be asked to recruit 40 pill-taking women under 30 and submit details of their health every six months. It is hoped the study will continue for at least 10 years, depending on funding, which is being provided by the Medical Research Council and the US National Institute of Health.





There are 50 million bacteria on the average teenager's face. 50 million bacteria which can cause spots. Which is why you should be advising your teenage customers to use the 'Cepton' range. Because 'Cepton' has been specially formulated to kill bacteria and therefore help prevent spots.

The three products in the 'Cepton' range, skinwash, lotion and gel, all contain 'Hibitane', a powerful bacter-

icide developed by ICI to protect both patients and staff from infection in the operating theatre.

'Hibitane' continues its anti-bacterial action for hours after use, forming a protective antiseptic 'shield' over the skin and building a lasting resistance to acne and spots.

'Hibitane' reduces bacteria on the skin by a dramatic 87.1% — ordinary soap is just 17.7% effective. Which means day to day use of 'Cepton' in place of regular

soap will help ensure that once spots have cleared they don't return.

'Cepton' is currently being supported by a powerful campaign in teenage magazines. Its aim is to tell your customers the encouraging facts about 'Cepton'.

So next time you're asked for advice, recommend the 'Cepton' range.

Because prevention is better than spots.

Care   
Laboratories Ltd.



## PSNC briefing for peers

**The National Health Service (Amendment) Bill, which authorises the implementation of the new pharmacists' contract, is to receive its second reading in the House of Lords on Wednesday, July 30.**

PSNC chairman David Sharpe and assistant secretary Steve Axon met with peers for 80 minutes to give a briefing on the contract on Tuesday afternoon.

Nine peers, including Lord Ennals, attended the briefing, which was chaired by SDP peer Lord Kilmarnock. No Conservative peers were present. The turn out was considered to be good for this sort of exercise and Mr Sharpe described it as "very worthwhile".

## Parstelin recall

**Smith Kline & French Laboratories Ltd are recalling all stocks of Parstelin (tranylcypromine 10 mg, trifluoperazine 1 mg) because some batches may become sub-potent before the expiry date.**

Routine quality control procedures identified the problem. It does not affect mono-amine oxidase inhibitors Parnate and Stelazine and, as a interim measure, SK&F are recommending that doctors consider prescribing them.

Pharmacists should return existing stock to suppliers for reimbursement.

## New products

**There were 16 product licences granted for new medicinal chemicals in 1985 — 67 product licence applications for such products were received by the Department of Health.**

The approximate times taken for processing the applications were:

Months	4½	7	8	10
Applications	1	9	2	4

The remaining applications are still under consideration or have been withdrawn or refused, Health Minister Barney Heyhoe told Kevin McNamara (Lab) last week in the Commons.

He also revealed that 98 per cent of product licence applications received, and granted, were for abridged applications. Approximately 800 abridged applications received in 1985 still had to be processed at the end of March 1986.

## Xrayser — fount of wisdom?

I am glad to find my Xrayser article of July 5 quoted almost verbatim by the Pharmaceutical Services Negotiating Committee in its newsletter, and, in the *PJ* last week. In it I described how determined drugs misusers had the last laugh on me. A bitter joke today.

I was delighted to learn that PSNC is to campaign against the injustice of charging pharmacists with a criminal offence for having dispensed a forged script — even though they may have taken all reasonable steps to confirm its authenticity.

Oh, by the way chaps, don't worry about crediting your source, I don't mind. Just, keep reading the column — you will be taking good advice.

## A pharmacist — what for?

John Davies, to whom my heart warms despite myself, has written drawing attention to the incredible absence of a pharmacist on the team of experts attending the programme of meetings on primary health care arranged by the DHSS. With publication of the Nuffield report, it is unbelievable that a pharmacist could be omitted from any panel purporting to deal with health care in the community. I agree with John Davies entirely. Surely we are an essential part of any comprehensive health care programme, and any team which is supposed to discuss it without a pharmacist is incomplete.

## Tube wars — capping it

We seem to run a constant war in the bathroom over —

- How to squeeze the toothpaste tube and,
- Putting the lid back on.

I suspect it is not an unfamiliar complaint. We've tried all sorts of ploys. A tube each and a prize for who made the tube last longest. For me, failure, my son won hands down. He gave up using his tube in favour, (sneaky) of using everyone else's...and *not* screwing back the caps to boot.

No easy way around this, so we tried using a toothpaste pump. Great fun, with such struggles as the contents gradually hardened that eventually the shelf above the handbasin came loose, and we

dumped the half-used pump with its solidified orifice in the bin (see last week's *Oral Hygiene* feature). I tell you I viewed the poor representative who bounced in to flog me Beecham's dental offering in a pump with considerable jaundice.

But I might well be wrong. In this one, the nozzle is self-sealing, and the pump action different in that you don't have to press down on the cylinder. I hope it works for all our sakes. Incidentally anything *has* to be better than the horrible plastic toothpaste tubes which someone is using at present. With them, the tube springs back into shape and you can't roll it up from the bottom. Consequently when you squeeze out the contents, you get a great splodge of paste all over the basin, driven by the compressed air behind it, or you find yourself anxiously running finger and thumb up the tube, hoping to locate something to put on your brush. I'm beginning to think there might be something in having a set of "gnashers" you can drop into a bowl of acid when they turn green.

## Market shares

I make a clear distinction in my shop between various categories of goods. From my point of view I see three main areas of marketing. The first, I call commodities, the second, pharmaceutical products, and the third, luxuries.

Over the years I have seen products move from one area to another, most markedly from luxuries to commodities. I define this group as products routinely bought by most households. When we are told our share of sales of things like hairsprays, and toothpastes and sundry bath and beauty products is diminishing, I don't really burst into tears of rage or disappointment. By tailoring my own selling methods — by which I mean display and price structure to my local conditions — I have always found my sales well maintained as a percentage of turnover. I would have thought that, if people who come into our shops see well-displayed, competitively-priced items, they would buy them for convenience.

The advantage we have over the other traders is that if customers want advice about what to buy they know they will get it from us. So long as the manufacturers are willing to give us a margin of profit which is satisfactory, I shall stock their goods. Pre-sold goods which need no supervision on self-selection sale go into my commodity area. Items which should have sales supervision remove themselves automatically into either the pharmacy area, or the luxury area and demand a substantially different margin.



## Testing time for pharmacists

Unipath has introduced a Clearblue professional pack for in-pharmacy pregnancy testing.

Each pack contains 20 tests and can be stored at room temperature. It comes complete with the paperwork recommended by the Pharmaceutical Society including, the company says, written requests for the test, patient notification of the result, GP report, and a record chart for the pharmacist. Window roundels are also available.

All reagents are presented ready to use, and no reconstitution or pipetting is



## A Rose by any other label...

Rose's diabetic squash has new packaging and, says the company, an improved flavour.

The new label is square and Rose's say it makes distinguishing between flavours easier. Supplies now being distributed are bottled without the need for pasteurisation, resulting, says the company, in a more refreshing taste. The product's shelf life is not affected. *Arun Products Ltd, The Square, Barnham, Bognor Regis, West Sussex PO22 0HB.*

## A soft touch

The Septicon soft lens care system has been repackaged in the Titmus livery and individually cartoned as Lensept and Lensrins solutions. The size has been increased to 250ml with no increase in price.

Titmus have also introduced a new Septicon soft lens care pack (£2.50) containing all that is needed to clean, disinfect and rinse contact lenses. The pack contains Lensept 120ml and Lensrins 120ml together with a Lensept cup and Lensrins cup with a platinum coated disc in situ, all in pink drawstring bag. The pack is available from optical wholesalers, or direct from Titmus at their new address: *Titmus Eurocon Ltd, The Brambles, 2 Relay Road, Waterloo, Portsmouth, Hants PO7 7XA.*

## Extra Fast Aid

During July and August Robinsons of Chesterfield will be offering 15 per cent extra on Fast Aid dressing strip, and four extra plasters in the assorted plasters pack. *Robinsons of Chesterfield, Wheat Bridge, Chesterfield, Derbyshire S40 2AD.*

## PRESCRIPTION SPECIALITIES

### Abbott generics

Abbott Laboratories' range of branded generics now includes Abboxapam tablets 10mg and 15mg containing 10mg and 15mg oxazepam, respectively.

The 10mg strength (500, £6.40 trade) is a white tablet with a breakline and "OXA 10" on one side with the Abbott logo on the reverse. The 15mg strength (500, £7.15 trade) is a pale yellow tablet with a breakline and "OXA 15" on one side with the Abbott logo on the reverse. Both are available immediately, say Abbott. The company's spironolactone tablet 100mg is now supplied as Abbolactone 100. *Abbott Laboratories Ltd, Queenborough, Kent.*

### Serotulle

Serotulle chlorhexidine acetate gauze dressing BP has been added to Johnson & Johnson's primary health care range.

The dressing comes in a sterile peelable pouch in 5cm by 5cm (£0.21 trade, each) and 10cm by 10cm (£0.21 trade each) squares. The Pharmacy only dressing is made by Leo Laboratories. Dispos-a-glove, non-sterile, EMA film

gloves (30, £1.17 trade), which were distributed by Surgikos are now available from *Johnson & Johnson Ltd, Brunel Way, Slough, Berks.*

## BRIEFS

**Duphaston tablets** are now scored on one side with the imprint "155" on each half and "Duphar" imprinted on the reverse. *Duphar Laboratories Ltd, Gaters Hill, West End, Southampton SO3 3JD.*

**The Wellcome Foundation Ltd** have introduced a 10 mega unit (MU) strength of Wellferon (interferon alpha n1(1ns)) packed in 1ml vials (£58.95 trade, £101.56 retail). Each vial has a green-coloured cap. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

**Psorin availability:** As a result of modifications to the product, Thames Laboratories have decided to withhold Psorin pending the processing of a product licence variation. In the interim, supplies of Psorin are being made available only on a named patient basis. To purchase supplies place orders stating the GP's and patient's name, by phone or in writing, to *Thames Laboratories Ltd, The Old Blue School, Lower Square, Isleworth, Middlesex.*

required. Pregnancy is indicated by a clear colour change from white to blue. Clearblue can detect 50mIU/ml HCG and can be used from the first day of the missed period, Unipath claim.

The Clearblue Professional Pack is available from August 1 through all major wholesalers at £26.08 trade price.

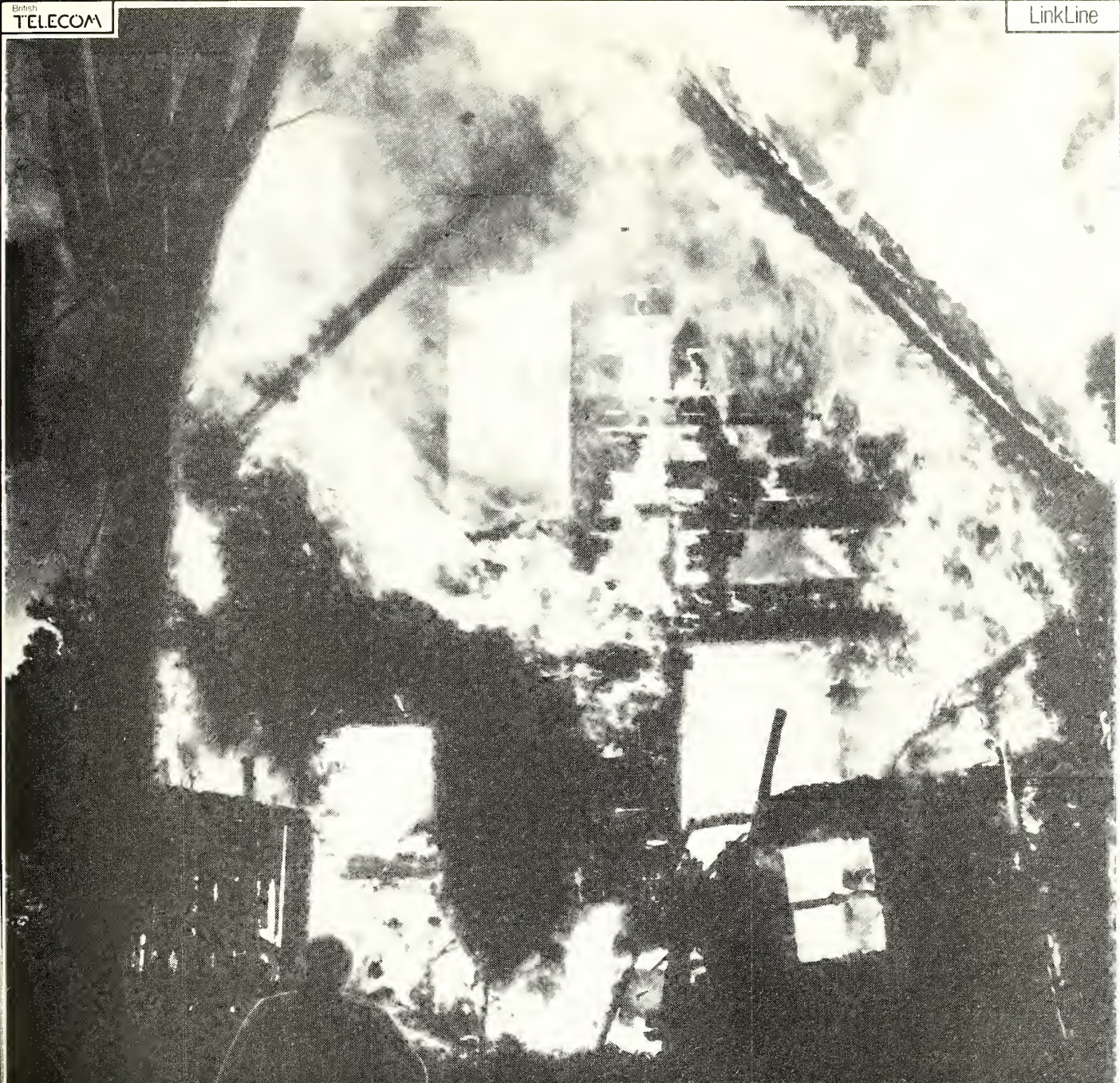
A research report prepared for Unipath shows approximately a quarter of women are now likely to purchase a home pregnancy test. The market has grown by 48 per cent over the past year. *Unipath Ltd, Norse Road, Bedford MK41 0GC.*

## Cupal's Summer poster push

Cupal are running a nationwide poster campaign for their Summer lines, specifically designed to attract customers to pharmacies.

The campaign, featuring Burn Aid, Cal-a-cool, Dusk insect repellent and insect bite cream, will run until the end of August. Special offers and replica posters will be available. *Cupal Ltd, Blackburn, Lancs BB2 2DX.*





# HOW DID THE LAST REPORTER ON THE SCENE MAKE THE FRONT PAGE FIRST?

When his editor put the newsdesk on LinkLine 0800, he edited out all sorts of problems.

Like reporters having to dash into people's homes and ask if they could phone the editor long distance.

And having to reverse the charges when they found they didn't have any money on them.

The list of petty aggravations was endless. And so was the time it was taking

some stories to get to press. LinkLine changed all that.

With an 0800 number, a reporter can now phone straight through to the newsdesk for free, even if the call's from Dungeness to Dundee, so no need for petty cash for the phone.

And no need to go through the company's switchboard.

Any company with roving employees needs LinkLine.

In fact, any company with customers needs it. An 0800 number means the public can now choose between phoning your competitors for a fee or phoning you for free.

That's why so many companies are putting their faith and their money into LinkLine, and why British Telecom are, too.

Now, the ultimate test.

Call us free on 0800 373 373 and we'll send you more details.



## Piz Buin on the slopes

Piz Buin have introduced 30ml sizes of SPF15 glacier cream and total sunblock cream, and after sun cream 50ml.

Support for the range includes full page colour advertisements in major ski operator brochures, ski magazines and the *Daily Mail* ski show brochure.

There is a free trial size after sun with special packs of the 30ml SPF6 and 15 creams, and a competition with the prize of a ski-ing holiday.

A high altitude protection guide has been produced to help assistants give advice. *CIBA Consumer Pharmaceuticals, APP House, 100 Station Road, Horsham, West Sussex RH13 5EU.*

## More Royals

Royal Fragrances have launched a men's fragrance called Royal Copenhagen.

Packaged in navy blue, the range comprises eau de toilette (60ml £12.75, 120ml £19.50), eau de toilette spray (75ml £16.95), after shave (60ml £10.75, 120ml £16.50), bath and shower gel (£10.50), deodorant spray (£9.50) and soap (£4.95).

The company says the fragrance has already been successful in America. Its



launch will be backed by in-store promotions and sample offers in magazines, and a suede travel bag will be offered as a sales incentive to chemist assistants. *Royal Fragrances, PO Box 201, Warrington WA1 1XR.*

## Starting out with BASF

Independent chemists are being given an opportunity to sell BASF audio and video tape.

BASF has put together a starter pack containing 12 video cassettes and 40 audio cassettes worth £148.95 at rsp (£80.07 trade).

Retailers wishing to stock the starter pack should contact Mary Ellerton or Jo Kyle at *BASF, BASF House, 151 Wembley Park Drive, Wembley, Middlesex HA9 8JG (tel: 01-908 3188).*

## Fergie's fizz

Sterling Health, makers of Andrews Liver Salts are giving away free bottles of pink champagne to men with the christian name of Andrew (apart from the obvious) married during July.

The promotion is being featured in the national and women's Press and runs until the end of September. *Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

## Dye from Punch

Punch Sales, makers of Lady Esquire shoe colouring, have launched a multi-purpose fabric dye.

Suitable for drying any fabric, by hand or in the washing machine, Punch say the product enables the consumer to base the choice on colour alone without confusion over the product's suitability for the fabric.

The dyes are available in two pack sizes and 21 colours (25g £0.99, 100g £2.49), complemented by curtain white and colour remover (£0.99). *Punch Sales Ltd, Lower Farm Road, Moulton Park, Northampton NN3 1XF.*

## Peaudouce are caught nappy-ing

Peaudouce are launching New Lovmi, a nappy with "baby-shaped" padding, resealable tapes, a stay-dry liner and two strands of elastic round the legs.

Peaudouce are launching the New Lovmi nappy, backed by a television and Press campaign featuring cartoon baby Bobby Bathbun. *Lovmi Consumer Services, Rye Park Industrial Estate, Rye Road, Hoddesdon, Herts EN11 0EL.*

## Better bounce?

New packaging for Brylcreem will be supported by a nationwide poster campaign. Packs are flashed "protein enriched". *Beecham Proprietaries Toiletries, Great West Road, Brentford, Middlesex.*

## Dettol deal

Both 500ml and 750ml bottles of Dettol liquid currently carry a free 10g tube of Dettol cream, and the 750ml collarette features a coupon giving 20p off the next Dettol purchase. *Reckitt & Colman Products Ltd, Pharmaceutical Division, Dansom Lane, Hull.*

## ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

<b>Amplex:</b>	C,TVS,LWT,TTV,C4
<b>Anadin:</b>	All areas
<b>Andrews:</b>	G,Y,HTV
<b>Andrex:</b>	All areas
<b>Anne French:</b>	Bt
<b>Arret:</b>	G,C,TTV
<b>Autan:</b>	B,Y,A,TVS,LWT,TTV
<b>Bisodol:</b>	G,C
<b>Body Check for men:</b>	GTV,B,G,Y,LWT,TTV
<b>Body Mist:</b>	GTV,U,STV,B,G,Y,A,HTV,CTV,TSW,TVS,TT
<b>Caladryl:</b>	G
<b>Calpol six plus:</b>	GTV,STV,B,G,Y,C,A,HTV,CTV,TSW,TVS,LWT,TTV,TT,C4,Bt
<b>Carnation footcare:</b>	G,Y,C,TVS,LWT
<b>Dentu-creme &amp; Dentu-hold:</b>	All areas
<b>Empathy:</b>	All areas
<b>Farleys Breakfast Timers:</b>	Bt
<b>Farleys Rusks:</b>	All areas
<b>Grecian 2000:</b>	U

<b>Immac Dancer:</b>	TVS,GTV
<b>Infra-care:</b>	All areas
<b>Jordan toothbrushes:</b>	All areas
<b>Lady Grecian 2000:</b>	GTV,STV,B,G,A,HTV
<b>Lipocote:</b>	TSW,LWT
<b>Listerine:</b>	All areas
<b>Malibu:</b>	All areas
<b>Murine:</b>	C4,Bt(LWT)
<b>Nurofen:</b>	All areas
<b>Odor Eaters:</b>	STV,G,C,A,TTV,TT
<b>Odor Eaters Trainer Tamers:</b>	GTV,STV,G,C,A,HTV,TTV
<b>Optrex:</b>	All areas
<b>Peaudouce Babyslips:</b>	TV-am
<b>Ponds cream and cocoa butter:</b>	GTV,STV,B,C,A,TVS,TTV
<b>Rug Patrol:</b>	U,G,Y,C,TTV,TT
<b>Signal:</b>	All areas
<b>Simple skin care:</b>	C4(TTV,C,TVS,G,A,HTV)
<b>Slazenger Sport:</b>	Y,HTV,LWT,TTV
<b>Simplicity:</b>	All areas
<b>Silkience:</b>	All areas
<b>Solpadeine:</b>	All areas
<b>Super Polygrip:</b>	All areas
<b>Veganin:</b>	G,Y
<b>Vidal Sassoon:</b>	All areas
<b>Vosene:</b>	GTV,U,STV,B,G,Y,C,A,HTV,CTV,TSW,TVS,LWT,TTV,TT,C4
<b>Vosene Frequent Wash:</b>	GTV,U,STV,B,G,Y,C,A,HTV,CTV,TSW,TVS,LWT,TTV,TT,C4
<b>Z-stop:</b>	TTV





## Beecham's brand new hair-do

Beecham Toiletries are relaunching the whole of the Silvikrin brand following the reintroduction of Silvikrin hairspray earlier this month. It is designed to give the brand a more corporate image.

Both formulation and packaging have been revamped and new features include flip-top closures on shampoos and conditioners, and the first spray-through closure on a mass market hairspray, say Beecham. The surface graphics are designed to differentiate between products and variants.

There are six shampoos in the range — all available in 200ml bottles to retail at £0.79: extract of herbs for normal hair; ginseng for normal or dry; jojoba for dry and damaged; extract of white nettle for greasy; aloe vera for frequently washed and henna for extra shine.

Silvikrin's five conditioners have also been reformulated to complement the shampoos, and will retail at £1.09 for a 200ml bottle.

To capitalise on the growing styling aid sector of the market, Beecham are introducing fixing spray to be used on dry hair for shape and hold (200ml, £1.29); wet and dry styling spray for maximum lift and hold (200ml, £1.29); hair setting gel for extra-strong hold (125ml, £1.19); and firm hold styling mousse for wet and dry hair (125ml, £1.19).

To complete the range there are four new hairsprays in four sizes including an 80ml handbag spray (see *C&D*, July 12).

A £2.4m promotional programme will kick off in September with an advertising campaign using television, cinema and young women's Press to run for 22 weeks. Below-the-line activity will consist of added-value packs, available from August 11 on shampoos and conditioners (offering 20 per cent extra free) and on hairsprays (25ml extra free on 125ml and 200ml sizes and 50ml on 300ml). There is also a launch pre-pack display featuring the styling range. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

## Hit the beach

A women's Press campaign for Beach Blonde will run throughout July and August. The full-colour advertisements — under the headline "Hit the beach" — are aimed at women under 25. *Warner-Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants.*

## Pharmacy push for Stoppers

David Anthony Pharmaceuticals have been appointed sole distributors for Stoppers anti-smoking lozenges.

David Anthony say sales of Stoppers have increased rapidly over the past year, and the new move heralds a major drive to push sales through pharmacies. *David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool L24 9GH.*

## Veganin on TV

Veganin will be advertised on Granada and Yorkshire television until mid-August and again from September to November. Last year's test campaign in Yorkshire used the same commercial and resulted in a 50 per cent sales increase, say *Warner-Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants.*

## Mud and scrub

Thomas Christy Mudpak 60g tubes will be banded together with a trial sachet of peach facial scrub while stocks last. *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP.*

# ..yet more quality generics from Wyeth.

As a major international research and manufacturing house Wyeth offer you generic products with an unparalleled guarantee of quality. Wyeth also provide you with sales support and technical back-up services, through our large representative and head office team, to give you confidence and maximum peace of mind.

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# WYETH\* GENERICS

\*Trade mark.

## Unparalleled quality





# Simplicity\*

PRESS · ON · TOWELS



**10** NIGHT-TIME · SIZE **3**

Simplicity is launching a new range designed to give women even more confidence to take everything in their stride.

## Simplicity

TAMPONS

**20**

REGULAR  
TAMPONS



## Simplicity

TAMPONS

**20**

SUPER  
TAMPONS



## PROFIT FROM TH

# Simplicity\*

PRESS · ON · TOWELS



**10** REGULAR · SIZE **1**

In the towel market Simplicity is nearly twice the size of its nearest competitor accounting for one in four press-on towel sales today.

Now Simplicity is launching a new range (including pant liners, slim towels, night-time towels and tampons) designed to put the brand even further ahead of its competitors.



# W SIMPLICITY\* TOWEL AND TAMPON RANGE

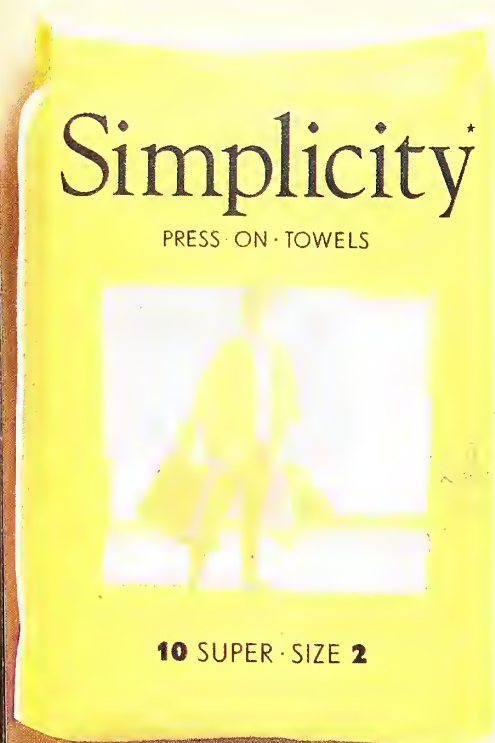
Modern, impactful new packaging with a strong range identity.

Heavyweight £3 million Television campaign designed to aid the pack recognition by animating pack illustrative style.



80% of women will see the advertising, on average 12 times.

Stock up with the complete new Simplicity range and watch your profits grow.



BE ASSURED BY THE MARK OF



**Kimberly-Clark**



## Discovering a new look

Carter Wallace are giving their home pregnancy test, Discover 2, a new formulation and new packaging.

New Discover 2 is now said to give a clear result on the day a period is missed, and a second test is for double-checking five days later. "Discover 2 is easy to use, takes just a few minutes to set up and gives a reading in one hour," says marketing manager David Thompson. Carter Wallace now claim almost 100 per cent accuracy for the test.

A new livery features blue and orange lettering on a white background, and a



new logo design. The product will retail at £6.35.

A free booklet called "Discovery" and written by Wendy Rose-Neil, Editor of *Parents* magazine, is available. It serves as a practical guide to early pregnancy.

Carter Wallace say that the home pregnancy test market was worth around £3.2m last year, and sales are up by 42 per cent over the same period a year ago. *Carter Wallace Ltd, Wear Bahy Road, Folkestone, Kent.*

## Sowing the seeds of...

Carter's Tested Seeds have launched a children's range and several new varieties.

The children's range is based on the Wimpole Village cartoon series, which starts a new series in 1987. There will be a comic strip and other spin-offs throughout the seed buying period, and Carters will be using the characters in trade and consumer promotions. The range comprises ten varieties selling at £0.44 for flowers and £0.41 for vegetables.

Also new are Salad Bowl, a collection

of popular salad vegetables in one packet at £0.89, eight new varieties in the Best Sellers range and 22 in the Special Choice selection. *Carters Tested Seeds Ltd, Upper Dee Mills, Llangollen, Clwyd LL120 8SD.*

## Pete & Dud revival

Peter Cook and Dudley Moore's award-winning advertisements for Radox Showerfresh are to be revived after seven years.

The new campaign will feature three of the original advertisements, including the infamous "green bat". It runs for a month from July 21 on ILR stations in the Midlands and the South, including London's Capital Radio. *Nicholas Laboratories Ltd, 225 Bath Road, Slough.*

## Cause for alarm

A Care Bear alarm clock offer will be featured on Norman Hartnell tights as an on-pack promotion from July to March 1987. The alarm clock normally retails at £14.99 and is being offered at £7.99, say *Bear Brand, 93 High Street, Bromley, Kent.*

## Bulkier Ballet

Kimberly-Clark have repackaged Ballet toilet tissue and embossed the tissue itself.

The new packaging features a two-tone design which increases prominence of the brand name, and embossing the tissue gives a bulkier look to the roll, say *Kimberly-Clark Ltd, Larkfield, Maidstone, Kent.*

## Robinsons head for padded sell

Robinsons of Chesterfield are launching a pack of cosmetic pads.

The new pads are embossed with an overall flower design which controls surface fluffing and reduces loose fibres, says Robinsons. They will replace the current pack of standard pads. "Embossed pads are already selling well on the continent, and we are the first major British manufacturer to launch them into the market here," said Ted Martin, business manager for Robinsons consumer product division. The new pads sell at

## Silhouetted onto the High Street

Rose Laird cosmetics and skin care are to get a push into the High Street following their acquisition by Silhouette International.

Silhouette plan to "consolidate and care for" existing customers, and then build brand awareness through advertising, promotions and POS support during 1986-87, as the brand rolls out to wider distribution. *Silhouette International Ltd, Kenwood Road, Reddish, Stockport, Cheshire SK5 6PH.*

## Alberto add-on

Alberto this week introduced two new variants to the VO5 Alive colour styling mousse range. The new shades are roseblonde and dark damson.

Launched eighteen months ago, VO5 Alive is worth about £5m annually, making it the fifth largest hair colourant brand, say *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.*

## All Clear audio

A Sony HF60 audio cassette is available free to users who send in three All Clear shampoo proofs-of-purchase, only two of which have to feature the on-pack offer.

At the same time All Clear is sponsoring two Radio Luxembourg programmes and newspapers are featuring half-page advertisements with the theme "You can't beat All Clear for beating dandruff." *Elida Gibbs, 43 Portman Square, London W1A 1DY.*



£0.55 for 50. *Robinsons of Chesterfield, Wheat Bridge, Chesterfield, Derbyshire S40 2AD.*



# Lasting protection against acid reflux

**NEW**  
AND ON N.H.S. PRESCRIPTION

- Superior acid neutralising activity to other alginate products<sup>1</sup>
- Long lasting alginate/antacid barrier<sup>2</sup>
- Low-sodium: important, e.g. in hypertensive and elderly patients.



Low-sodium  
**Algicon**™

(Magnesium alginate, aluminium hydroxide/  
magnesium carbonate co-gel, magnesium  
carbonate, potassium bicarbonate)



Roror Pharmaceuticals  
EASTBOURNE  
East Sussex

Date of Preparation: May 1986

## Alginate barrier with antacid activity

### Abbreviated Prescribing Information

**Presentation:** Suspension: per 5ml dose, Magnesium Alginate 250mg, Aluminium Hydroxide/Magnesium Carbonate Co-gel 140mg, Magnesium Carbonate BP 175mg, Potassium Bicarbonate USP 50mg. Tablets: per tablet, Magnesium Alginate 500mg, Aluminium Hydroxide/Magnesium Carbonate Co-gel 360mg, Magnesium Carbonate BP 320mg, Potassium Bicarbonate USP 100mg

**Dosage and Administration:** Suspension: 10 to 20ml four times a day after meals and at bedtime or as directed by a physician or as needed. Tablets: chew 1 or 2 tablets four times a day after meals and at bedtime or as directed by a physician or as needed

**Uses:** For the relief of heartburn associated with gastric reflux, reflux oesophagitis, hiatus hernia and hyperacidity

**Contra-indications, warnings, etc.:** Not recommended for children under 12 years. The product should not be used in patients who are severely debilitated or suffering from kidney failure, except under the supervision of a doctor. It should not be used in patients who are presently taking an antibiotic drug containing any form of tetracycline. Algicon tablets contain 1.5g sucrose per tablet and are therefore less suitable for diabetic patients than the suspension

**Legal Category:** Suspension: P. Tablets: P

**Package Quantities:** Suspension: Bottles of 500ml. Tablets: Cartons containing 60 blister-packed tablets

**Product Licence Numbers:** Suspension: 0339/0024, Tablets: 0339/0020

**Basic N.H.S. Cost per Day:** Suspension: 22.44p, Tablets: 17.33p. Cost per day based on minimum and maximum dosage recommendations

**References:**  
1. Acid neutralising performance of alginates. In vitro data on file: Roror Pharmaceuticals  
2. Ralt formation. In vitro data on file: Roror Pharmaceuticals

**Algicon**

Please arrange for:  
Representative visit for further information.  
Freepost: M.D.M.O., South Down House,  
Station Road, Petersfield, Hampshire, GU32 3ET.  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_



# T.V. WILL GIVE THE FASTEST GRO



Lovmi, the fastest growing brand in the UK, is now the number 3 best seller\*. Its fantastic value-for-money reputation has rocketed the brand to success in super-quick time.

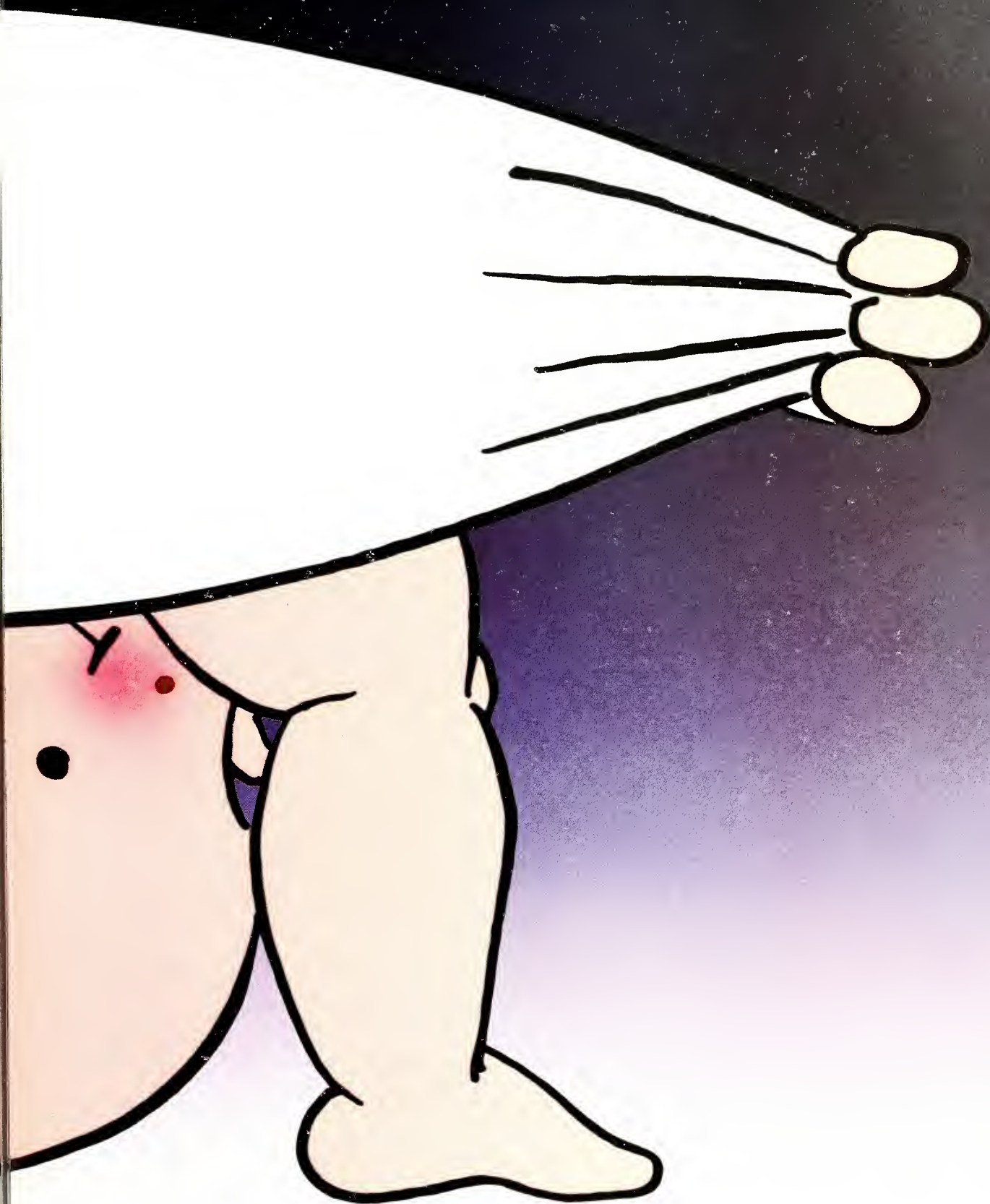
And now Lovmi is bringing out its new nappy. New Lovmi. New Lovmi has baby-shaped padding for extra comfort and maximum absorbency; resealable

tapes which allow spot-checks for wetness; two strands of elastic that fit snugly around baby's legs to allow greater freedom of movement and less chance of leakage and a stay-dry liner for warm, dry, all round cosiness.

The great new Lovmi nappy is being backed by a major T.V. and press campaign featuring Bobby Bathbun, a lovable cartoon baby who will leave Mum



ING BRAND EVEN MORE PULL.



No doubt that Lovmi are now even better and sell at an amazingly low price of around 10p per nappy.

Try Lovmi. At this price and quality there's no contest.

Place your order now.

Call Kim on the Lovmi Hotline, 0992 446969

Contact Lovmi Consumer Services, Rye Park Industrial Estate, Rye Road, Hoddesdon, Herts, EN11 0EL.



# LOVMI

Available in: Super 12's 24's 48's Maxi 10's 20's 40's packs

\*Independent Retail Audit April 1986



# ***Midnight at the Oasis never looked better.***



*The Oasis Casino, Las Vegas, shot on Tudor film*

'Lady Luck' is always with your customers when they have Tudor film in their cameras – even at the famous Oasis Casino in Las Vegas.

Because when they buy Tudor film they're buying guaranteed quality – something which judging from last year's record sales many of them have already discovered.

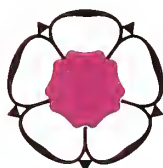
The professional standard of our superior colour negative film is a result of its special emulsion technology, which produces sharper negatives with improved contrast and authentic colour reproduction.

Tudor film is also specially balanced to ensure that the highest quality results are achieved even in poor, or as you can see above, minimal lighting conditions.

It produces negatives with grain particles far finer than those on conventional films, so your customers can enlarge their best shots without experiencing loss of quality.

And when you stock Tudor film you won't experience loss of film profit.

So put your money on Tudor film this Summer – it's a sure winner for everybody!



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# Standing in...



**Locums have been a valuable source of manpower in pharmacy for many years. C&D talks to some of the people who can help give pharmacists a welcome break.**

This year there has been a boom in the locum agency business with twice as many agencies around than at the same time last year (see also p160 for profile of the main pharmacy locum agencies). Whether this is because of a sudden leap in the demand for locums or simply agencies appearing to fill the gap left by the National Pharmaceutical Association which closed its agency at the end of last year, is uncertain.

The NPA's service used to be run by the information department and was going before 1950. It provided locums mostly for retailers in London, dealing with about 50 calls a day at its peak. The service was discontinued because it was felt that only members in London were benefitting which was unfair on those in other parts of the country.

It was purely a contact service providing telephone numbers of locums to retailers. The possibility of the service starting up again has not been ruled out completely. If demand where there then it may well be restarted, says the NPA. However, it would probably be on the basis of charging for the service.

The agencies themselves have several

hundred locums on their books and although not all of them will be available at any one time the agencies all say they cannot satisfy the demand from employers for "fill-in staff". There appears to be an increasing demand in the hospital service at the moment generated by the current staffing problems. But even some of the locum agencies find pharmacists reluctant to work in hospital. However, pharmacists are sometimes attracted to do hospital locums because they can earn more, on paper at least, than working for a health authority direct. One reason is that employment agencies placing pharmacists in hospital are not covered by Whitley Council and so can offer better hourly rates than hospitals do. Locums finding work through these agencies are either paid with National Insurance and tax deducted or they are paid direct by the employer if they are self employed, in which case the agency simply charges a fee to the employer for placing the locum.

One thing that people don't always think about immediately is that they won't be getting holiday pay, sick pay or any pension benefits when they are doing locums. So at the end of the day they are not necessarily better off.

Another pitfall noticed by the agencies is that pharmacists do not always have medical indemnity insurance. That becomes a particular problem if they are working in hospital. The agencies usually recommend that pharmacists take out their own cover. The Pharmaceutical Society offers a

scheme which gives £1½m worth of cover for a £31 annual premium. It also provides for the cost of legal advice if a case does not go to court. The Society advises pharmacists to take out insurance because the interests of a health authority employing them may not always be the same as their own. For example a health authority may choose to admit liability in a particular case but a pharmacist who may be involved might want to fight the case because admission of liability may damage his professional credibility.

Pharmacists doing retail locums will be covered if a shop is an NPA member which includes a scheme giving up to £3m cover.

The agencies will usually check if the place of employment is insured and will usually advise hospital locums particularly to ensure they are covered.

Pharmacists themselves will obviously be checked out by the agencies not just for evidence of registration but also for professional ability. One or two of the agencies C&D talked to said that pharmacists sometimes try to take on a job they are not capable of. And in some instances employers wanting a locum don't give the agency a full enough picture of what is involved in the job.

There are many ways of finding locum staff, or finding a locum job. Advertisements is one; local contacts are frequently used; some private hospitals have a "pool" of pharmacists they can call on to work at weekends and sometimes evenings, and many retail chains have a system of relief managers to avoid having to employ locums.

There was a suggestion put to the Pharmaceutical Society recently that it should keep a list of pharmacists available for locum work. The idea was rejected because it was thought that it would be difficult for the Society to keep such a list up to date and if distributed centrally it might be interpreted as a "seal of approval" for pharmacists offering locum services. Instead the Society is to encourage local branches to maintain lists for use by branch members.

## Locum Pharmacists

- Hospitals
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- Competitive rates • Prompt payment

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and join our  
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495 Lea Bridge Road, Leyton,  
London E10 7EB.



# Agents for a well earned rest

## Medical & General

Medical & General are the oldest of the main pharmacy locum agencies. They started up in 1954 and cover the whole country from a single office in London.

The agency used to deal with nursing staff but stopped a few years back because demand for pharmacists, pharmacy technicians and general agency staff kept them more than busy. Medical & General have several hundred pharmacists on their books but even that number doesn't allow them to supply all the demand. M&G's Miss Menghies says the demand is nationwide not just isolated in London or other large cities. She says they tend to place about 60 per cent of their locums in hospital, the rest in retail. In Scotland however almost all the locums are placed in hospital.

Miss Menghies, unlike other agencies C&D talked to, finds there is no great preference among pharmacists for retail or hospital. Hospitals usually want someone with hospital experience, she says, but it very much depends on the job. Outpatient dispensing is similar to retail work so obviously someone with a retail background for example would fit in well there. Doing a locum in hospital gives retail people a taste of what hospital work is like and many are quite surprised to find how much they enjoy it, says Miss Menghies.

As with other agencies, the people registering with Medical & General come from a range of backgrounds. At the moment quite a few South African pharmacists are signing up. But what surprises Miss Menghies is the number of pharmacist missionaries she comes across. They often do locum work between assignments. One year Medical & General had eight registered with them.

In terms of demand, October to April tends to be a relatively quiet time, in retail at least. The demand for hospital locums seems to be year round, says Miss Menghies, apart from the period when pre-registration students are starting, in August and September.

And that's something else people moving into locum work don't always realise: unless they are willing to travel they may well be out of work for a few weeks between October and April.

The time a locum will spend at any one place varies considerably. The shortest Miss Menghies has placed someone for was two hours and at the other end of the scale was a hospital locum who recently finished a six year stint, and that was because she was off to Australia.

*Medical & General Employment Agency tel: 01-935 1506 or 01-486 3898.*

## Locum Link

Henry Perlow, an ex-retail, pharmacist, set up Locum Link about three years ago and has developed what he calls a personalised business. The service is nationwide and Mr Perlow claims to have some 800 pharmacists registered of whom about 250 would be available for work. Even with that number Mr Perlow finds like his colleagues he still cannot get enough locums to supply the demand. The fact that they are not always where you want them or as mobile as you would like them to be doesn't make it any easier, he says.

London has a particularly high demand for pharmacist locums and Mr Perlow places them in hospital and retail although retail forms the major part of the business.

Mr Perlow thinks that not many people who are retail trained are particularly interested in hospital work and very often hospitals will need someone with some hospital experience.

Mr Perlow finds various people registering with him: those between jobs who want some sort of continuity, some retired pharmacists doing odd days — he has one pharmacist on his books who registered in 1926. *Locum Link tel: 01-954 7625.*

## Locum Line

Locum Line was set up after the NPA decided to stop their locum service. It is run by Mr K.R. Shukla who says the service started partly to help a group of 14 London pharmacies but also others in the capital.

Locum Line concentrates mainly on the retail service usually placing locums for odd days and short periods.

About a dozen pharmacists would be available for work at any one time but the number can vary quite considerably, says Mr Shukla. The locums registered with Locum Line come from various backgrounds and include a few from overseas. But Mr Shukla finds that many are reluctant to travel far to work.

As with other agencies demand out strips the available number of locums, with the holiday periods being particularly busy. *Locum Line tel: 01-254 7378.*

## Finders Personnel

Finders Personnel Medical Agency is convinced there is a vast potential for women with children to do locum work. The agency is so committed to that belief that it even offers a nanny service to locums. The company acts as a medical agency and so does not just deal with pharmacists. It was set up as a limited company in April.

At the moment they have around 30 pharmacists registered of whom about half would probably be working at any one time. But Fiona McDowall who runs Finders in Nottingham says she could do with having another 100. Demand for pharmacist locums is nationwide, she says. And Finders place them in hospital and retail.

Pharmacists who are not insured won't find a job through Finders. Miss McDowall says pharmacists are notorious for not having medical indemnity insurance.

To overcome the reluctance of some pharmacists to do locum work in hospitals, Finders offer the same rates of pay for both retail and hospital work.

Demand for locums in hospital does not seem to be seasonal, the number of vacancies seems to have been increasing since May, says Miss McDowall. But that may be due to hospital pay, she says.

Miss McDowall echoes the thoughts of others saying that she won't send people to a job they won't be able to cope with. But she comments that it's not always easy to gauge what might be required of a locum. Retailers, she says, are particularly bad at saying what they will want the locum to do. *Finders Personnel Medical Agency tel: 0602 582715.*

## LOCUM RELIANCE

01-755 1912      01-898 0326

Locum Agency providing a first class service offering top rates to pharmacists with low costs to pharmacies.

Pharmacist Locums are invited to apply for registration forms.

Contact: Mr. R. PATEL; MPS





## Locum Reliance

Mr R. Patel runs a London pharmacy and set up Locum Reliance in January. He says he started the service because friends would often ring to see if he could put them in touch with a pharmacist locum and he found he had a large number of contacts.

Mr Patel has more than a hundred pharmacists registered with him but says that at any one time there would probably be only a dozen available to work.

He places people mainly in retail. He thinks people are less keen to work in hospital because the pay is not as good. It depends on how interested they are in doing the work, says Mr Patel.

London is the main area Mr Patel covers. He will place locums outside the capital occasionally but doing that too often makes phone bills large and it becomes unviable, he says. However, he does have one pharmacist from Switzerland on his books and if there is a locum job for a month or so with accommodation he will fly over and do it, says Mr Patel.

*Locum Reliance tel: 01-755 1912 or 01-898 0326.*

## Capital Locums

Capital Locums also specialise in placing locums in London, mostly in retail. Mrs Glassman, who runs the agency, says she has 200 or more locums registered.

Mrs Glassman's husband runs a pharmacy and they both thought there was a need for a locum agency so Capital Locums was started in April.

Mrs Glassman is one of those who finds that medical indemnity insurance is one of the biggest pitfalls for locums and makes a point of checking shops are covered before sending along a locum. It seems that a lot of pharmacies discontinued their NPA membership when the Association's locum service folded and might not be adequately covered for employing a locum, says Mrs Glassman.

*Capital Locums tel: 01-500 7465 or 01-739 5756 or 01-421 4227.*

## Air Call

Air Call Medical Services are trying to tempt pharmacists (as well as doctors who they also deal with) to work for them by offering a £5 Masterbond voucher, which can be spent on a range of goods and services, for every £100 worth of business they do for the agency.

The offer is to be extended to retailers and hospitals later on. Health authorities will be able to collect the vouchers and buy goods for patients. Air Call say they will match pound for pound any amount health authorities qualify for.

Valerie Silbiger who manages Air Call

says that the agency has up to 1,000 locums registered but only a few hundred of those would be actively employed or available for work.

Air Call was set up some six years ago

and operates nationally. Like other agencies it finds pharmacists with a wide range of backgrounds coming for locum work but also finds some resistance to hospital work. To overcome that the agency pays 10 per cent more for hospital locums than retail. The demand for locums in hospital being about twice that in retail, says Mrs Silbiger. *Air Call Medical Services tel: 01-558 7171.*

# Have locum can travel

Lesley Renwick started locuming after a spell as an assistant pharmacist with Boots and some time running a Co-op pharmacy. She started because she felt she wanted more free time than a regular retail job allowed. She also enjoys the variety and the range of experience the locums give her.

Lelsey started off by getting a list of pharmacies in her area of Kent and sending them a letter offering her locum service.

However, she doesn't mind travelling further afield: "Give me a bed and a meal and I'll be happy to go anywhere", she says.

Lesley thinks she is about as well off being a locum as she was being a manager. There are advantages such as being able to claim company mileage for her car but there are also expenses such as arranging your own pension and sickness cover. Added to that you have to sort out your own tax and insurance. Lesley is fortunate that a relative is an accountant so that's easily taken care of. But her bank also told her they could handle that side of things for her as well.

When it comes to working out how much to charge for a locum Lesley says she just tried to find out from other locums she knew what the going rate was and hit a middle ground. She charges more for a short term locum than a longer period in the same place.

Lesley will usually work anywhere unless she has heard bad reports on the grapevine. But if she doesn't like a shop she won't go back a second time.

The sort of things that put her off are not personality clashes — "you can put up with that for a week or so," she says — but unprofessional practices. For example, she has been to a shop where there were no cartons; instead strip-packed tablets and capsules were kept in paper bags. And another place refused to buy in bottles and containers for dispensing, preferring instead

to recycle the manufacturers original containers.

Many problems like that however, can be overcome, says Lesley: "you can order bottles and cartons to cover the time you are there."

Similarly if a shop is using parallel imports that do not appear to meet the legal requirements for labelling etc, it is easy enough to order alternative stock to cover the time you are doing a locum for, says that Lesley. She explains that to proprietors or managers before starting work.

Lesley thinks there are certain pieces of information locums would like to have to make their lives in strange surroundings a little easier:

1. Some sort of alphabetical system for storing the medicines with labels indicating which bits of the alphabet are where.
2. Notes about outstanding prescriptions where patients are owed some medicines. It is frustrating when a patient comes in to collect the balance of a script when you just don't know how much they have had, and of what, if there is more than one item.
3. A lot of shops deal with nursing homes and it is useful if the manager leaves a diary of when to phone who for orders and when they are usually delivered.
4. Local and personal recipes for nostrums etc. Channel grease is an example Lesley has heard about. Apparently it's a mixture made in Folkestone for cross Channel swimmers to put on to keep out the cold.
5. Wholesaler telephone numbers and account numbers are often useful.
6. Records for colostomy, hosiery and diabetic patients because hosiery patients in particular often don't know exactly what they have and prescriptions for these things are very often no help in specifying the exact item.
7. A list of telephone numbers of other locums the shop uses and shop staff can be invaluable in the event of a breakdown or accident, for example. At least then something can be done to get cover until you can get in, says Lesley.

*continued on p162*

## CAPITAL LOCUMS

01-500 7465 (24 hours) — 01-739 5756

01-421 4227 (24 hours)

The agency for Pharmacists providing a 1st class locum service for London and surrounding counties

Booking now for summer season.

Pharmacists are invited to telephone for free registration — top rates obtained

Pre-registration enquiries welcomed

PR16/164



continued from p161

The second pharmacist *C&D* spoke to preferred to remain anonymous. He had gone into locuming primarily to pay off debts accrued during his pre-registration year in hospital. He worked in retail and hospital in Liverpool and London, spent some time managing a retail pharmacy and came back to a full time hospital post.

Far from being put off hospital pharmacy our second locum always wanted to go back into hospital. Although he enjoyed retail work he was disillusioned by his lack of influence over prescribing compared with his hospital experience.

He was also a bit put off by some of the establishments he had to work in such as one where he was expected to make up an ointment on the biro-covered work bench (there was no ointment slab that he could find) with a fish knife.

Locum jobs were usually obtained by word of mouth, especially in London, and by leaving a business card with people. However, in London an agency was also used to find hospital work in November when there were few jobs around: "If I did it again I would probably take a long term locum for that period", he says.

## Retailers find locums scarce

Mr Harold Hart who is superintendent pharmacist of a three pharmacy group on Canvey Island feels the same as other pharmacists across the country about the difficulty of getting locums. He says the situation for getting locums at the moment is dreadful. His group uses locums for holiday cover and also to fill in between finding new managers when one leaves.

Mr Hart thinks the the shortage of pharmacist locums is due to a number of factors. The increase in the number of pharmacies and the longer opening hours has put more pressure on staff. And at the times when extra staff are needed — during holidays for example — the married woman with children who do quite a lot of spare time work don't want to be out at work because the children are on holiday from school.

He has tried agencies from time to time but has had virtually nothing from them. At one stage he was considering having to close one shop as a pharmacy when a pharmacist who had his boat moored at Canvey Island walked in out of the blue and offered to do a week's work.

Mr Hart thinks the fact that people regard Canvey Island as being "out in the wilderness" may be another problem.

On the whole Mr Hart finds the locums he has used very good. But Mr Shapiro, superintendent pharmacist with Underwoods, takes a different attitude. He says it is difficult to generalise, but he is surprised by the lack of commitment of some — often from agencies.

Underwoods prefer to use pharmacists from their own "pool". The company uses locums to cover extended opening hours as well as holidays and sick leave.

Underwoods also have full time locums, or relief managers, who are usually new employees. Moving around the branches gives them an all round experience.

During the Summer Australian and New Zealand pharmacists work as locums for the company for a short term before going off to "do" Europe.

Mr Shapiro does not find much difficulty in getting locum staff except perhaps where a lot of people are off sick or during the peak holiday period.



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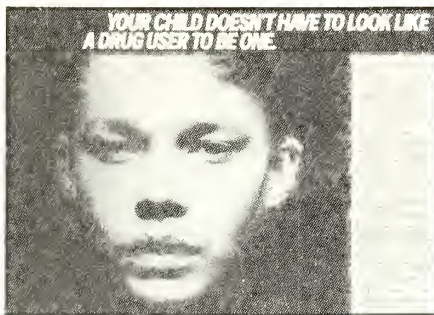
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One of the Press advertisements that will appear in a September DHSS campaign aimed at making parents more aware of the drug problem confronting their children. It is part of the Government's £2m drive against drug abuse, and links to current radio and TV commercials, and a poster and leaflet campaign

## UK quality attractive

**The quality of British science makes the UK a favourite site for foreign pharmaceutical research, according to a Swiss report.**

Britain is described as having a strong scientific community in "International investment in innovation", published by Pharma Information of Basle. But the booklet says it is too early to assess the influences of the limited list.

In a table of host countries' characteristics, compiled before the list came out, Britain's controls on new drugs are described as "moderate to severe".

British firms probably spend 15 to 20 per cent of their research funds abroad, says the paper.

## Far and near

Evidence of C&D's international readership is seen in the recent orders received by the National Pharmaceutical Association's business aids department. A substantial order was received from Australia within days of publication of stories in the June 21 issue of the model Ford "T" delivery van and the 1987 NPA calendar. Most recently an order has come from the USA for calendars.

**The US Secretary of Health and Human Services** has decided there is no need to limit the use of piroxicam in patients over 60. He turned down a petition by the Health Research Group which claimed the drug was an "imminent hazard" to consumers in this age group. The Food and Drug Administration analysed data presented by the HRG, a consumer interest organisation and others. They concluded that the data showed no significantly greater risk than with other drugs used for arthritis.

## Rural advice centres...

David Coleman, Pharmaceutical Services Negotiating Committee vice chairman, described the rural pharmacist's role and how it might be changed by the Government's Green Paper and the Nuffield Report, in a talk given at the Rural Life Conference in London, recently.

Mr Coleman argued the case for a pharmaceutical service in villages. Pharmacists are asked for advice on a wide range of subjects — not just purely pharmaceutical, he said.

In some remote areas he agreed there was a strong case for doctor dispensing. However, most villages could support a pharmacy if all the prescriptions in the area were dispensed at that pharmacy. Changes from doctor to pharmacy dispensing would need to be gradual and the financial implications carefully monitored, said Mr Coleman. "It seems wrong that villages can be denied a proper pharmaceutical service in order to provide a proper medical service — it is clearly the responsibility of the DHSS to adequately fund medical facilities in rural areas without robbing those areas of pharmaceutical services to pay for them".

## Wales suffers

**People living in rural areas of Wales, on new housing estates or in areas of social deprivation may suffer acute problems in getting the health care services they need, according to the Welsh Consumer Council.**

Centralisation of services and the unwillingness of consultants to hold surgeries in local centres, the closure of increasing numbers of local surgeries and pharmacies, the attitude of some doctors' receptionists, lack of information about GP services and poor public transport also create problems, says the WCC in a critical report entitled "Within reach of healthcare".

The report quotes views from DHA officials, community health councils, FPCs, and voluntary organisations.

The only pharmaceutical body mentioned is the British Pharmaceutical Association who are "particularly concerned at Government plans to cut a £300,000 budget used to pay pharmacists for their accommodation, and the time they spend giving advice to the public".

## Florida leads the way

**Regulations which became effective in Florida, USA, in May specify the conditions under which pharmacists may prescribe drugs from an approved list.**

Drugs may only be prescribed for certain therapeutic categories, and the choice is strictly limited. The categories include oral analgesics, haemorrhoid medication, antinauseants, antihistamines and decongestants, anthelmintics, topical anti-fungals and anti-inflammatory preparations, and others. Many of the drugs are available to UK pharmacists in Pharmacy medicines.

Injectable products cannot be ordered, nor can oral drugs be prescribed for pregnant or nursing mothers. The amount prescribed cannot exceed 34 days. The pharmacist has to create a script, which has to be filed, and also has to maintain patient profiles for all those for whom he has prescribed.

Only prescription drugs can be ordered — OTC products must be recommended as at present. The pharmacy has to be issued with a permit by the Board of Pharmacy before prescribing is permitted.

Although the law allows pharmacist prescribing it is up to pharmacies whether they take on this expanded role, and also what charge (if any) should be made.

Details of the regulations are given in June's *American Journal of Hospital Pharmacy*.

## DHSS surveys computer GPs

**All GPs using computer systems are to be invited to give their views on them in a DHSS survey on effectiveness and desired developments.**

A questionnaire will be issued to all 387 practices known to be using a GP computer system. In addition the Primary Healthcare Specialist Group of the British Computer Society (BCS) have agreed to enclose copies with the next issue of their newsletter.

Individual responses to the survey will remain confidential, but the results of the analysis of the information received will be made available to the medical profession and, selectively on request, to other interested parties.



## Recruitment problems

What on earth is happening! Having noticed Xrayser's comments about recruitment of pharmacists the other day, I can certainly verify that there must be a chronic shortage. By chance we are currently advertising for a second pharmacist, and have, so far, not had the pleasure of one reply. The people running the advertising section at the *Journal's* office seem to agree that my experience is nothing new.

An idea begins to develop in one's head that perhaps the administrators of our profession have boobed on the number of students entering pharmacy. Could this be? Or has it been suggested to these students that retail pharmacy hasn't got a good future, and that they should look to industry for good prospects, or hospital pharmacy for "pure" pharmacy? Or does anybody else know better?

Well, I'd just like to say that retail pharmacy has still got a very good future, and in the right place, can be fun. So come on applicants, where are you?

J.R. Billington  
Stoke-on-Trent

## Empathy

Oh how I empathise with Xrayser in his column of July 19. I too have suffered the indignity of being accused of short-changing a patient by giving 28 instead of 30 — many times — but refuse to bow down.

I have clamoured for years that foreign visitors should pay all NHS charges, and be refunded by their own government on returning home — all to no avail — but I refuse to give up.

However, do not despair too much, because I have it on good authority from the National Pharmaceutical Association that we can still supply paediatric soluble aspirin tablets BP on prescriptions. The major wholesalers will still carry them — the only problem is that, because of reduced demand, the manufacturers will stop making them.

We are led to believe that the new contract will be in operation by April 1, 1987. Not that this is particularly good news to colleagues staring defeat in the face as yet another pharmacy opens up between them and their source of income. Did we not recently have rejoicing in the streets following the publication of a little green book by somebody who once built tractors? Let us make sure that this does

not gather dust in some forgotten corner of a Government office. Let us push, cajole and force our leaders, particularly the Society, to put the Nuffield recommendations into action.

E.C. York  
Northampton

## Sniffing at Piriton

For one of the worst pieces of marketing to have been seen in years, Allen and Hanburys take the prize for reducing the size of counter packs of Piriton, while maintaining the retail price.

Which bright spark thought that he could pull the wool over the eyes of our ever-vigilant and price-conscious public? Perhaps this faceless individual would like to come out of hiding from his office, and face the vilification and anger that we have been receiving on his behalf.

Surely if A&H really needed to increase the price of Piriton by over a penny a tablet, a more subtle package change could have been settled upon. I bet no one even bothered to consult a community pharmacist. This has been a really bad PR exercise for A&H in general, and Piriton in particular. In my experience, after taking on board the horrendous price increase of over 60 per cent, many customers have changed brands in protest.

This present hay fever season is now nearly over. I am sure there will be a falling-off in pharmacist recommendations next year. I, for one, am not prepared to take any more aggro!

David Thomas  
Wolverhampton

## Any Breoprin?

I have just had a request from a local doctor for Breoprin tablets which are no longer available from the manufacturer. I would be grateful if any pharmacist could contact me (tel: 0984 23284) if they have 1,000 tablets available for sale.

John Davies  
Wiveliscombe, Somerset

## How right...!

How right David Roberts is (*C&D*, July 12) that there would be no problem if all doctors dispensed. But unfortunately their unqualified YOP staff and receptionists appear to dispense, and usually unsupervised.

R.G. Dawson  
Preston

## Write to MPs on contract delay!

The threatened delay in implementation of the new contract through the NHS (Amendment) Bill — to be debated in the Lords this week — has two serious consequences which should be considered very carefully by Peers of all political persuasions. Their fellows in the Commons have already recognised the new contract for what it is: the most constructive measure ever undertaken since the 1948 NHS Act.

This contract is constructive in that it will effect economies of £20 million a year or more; it makes the proposals of the Government "Green Paper" quickly realisable, and it encourages co-operation between GPs and community pharmacists in the interests of the patient and taxpayer.

For every month's delay there will be a loss of £1.5-£2m badly needed by hospital and community health services. The latter, especially, are cost-effective in that they have relatively low equipment and labour charges. For every month's delay there will be more pharmacies setting up in developing out-of-town shopping areas where there is least need for NHS services.

All pharmacists who support the new contract *must* write stating these facts to their MPs *now*. The date of the Lords debate is July 30. In spending ten minutes to do this NOW all of us will be helping patients, taxpayers and ourselves.

Keith Jenkins  
Aylesbury, Bucks

## Treat scripts like money

Does David Roberts, chairman of the Dispensing Doctors Association, live on cloud nine?

Doctors are not infallible and, without the intervention of pharmacists between the doctor and his patient, often the patient would receive the wrong medicine or dose. Perhaps if doctors were to treat prescriptions as they would their money, fewer would be stolen or forged.

To change the subject, perhaps somebody at Allen & Hanburys can explain to me how I can satisfactorily explain to my customers who have bought Piriton tablets in 50s, why they are going to have to pay the same price now for 30 tablets. If this isn't gross profiteering, then what is?

Alan S. Coleman  
Liverpool



## One into two still won't

I am a keen follower of Xrayser and I must admit that he has generally supported my views and aims over these last three years and I thank him for that. However, he does not appear to suffer from the effects of long-term prescribing habits! If he did, he would appreciate and understand that my losses are continuing although the total balance sheet payments are not affected. (His apparently are not — no disrespect, Xrayser.)

There appears to be some appreciation now by the DHSS and some discussion may now be taking place to try to alleviate our grievance on this point, by comparing average number of tablets dispensed against national norms. The computing needed to check 340 million prescriptions against these parameters must be large. Very commendable. Thank you PSNC!

A simpler method would be to ensure

that no contractor would be paid less than a negotiated minimum gross per cent profit based on the statistics of the FP34 each month. While anyone above the "minimum" would not be affected, anyone below would have an amount added to his payment automatically. These payments could be taken from a "new" fund inside the balance sheet similar to the "rural" payments. The calculations could be banded in steps against NIC or script numbers and subject to negotiation. Anyone who has a high NIC, for whatever reason, automatically suffers a drop in per cent profit under this or any "new" contract. Surely a minimum guaranteed nominal per cent profit is not an unreasonable request? I put it forward as a suggestion to try and remove this iniquitous anomaly in the present system.

I read with interest the deliberations over the new contract limitations. Has anyone tried to open a sub-Post Office?

Need I say more!

**Michael Reynolds**  
Highcliffe, Dorset

## No cure for leapfrogging?

I admire Xrayser's optimism. And I hope the new contract remedies the potential leap-frogging situation which he faces.

My understanding of the new arrangements is that a contract will only be granted if the proposed pharmacy is necessary and/or desirable without regard to the needs of any existing pharmacy. Surely it will not be difficult for an eloquent advocate to persuade a newly constituted lay committee that any new pharmacy will provide a better service.

In my limited experience, every appeal against our Local Pharmaceutical Committee's decision to recommend the refusal of a Basic Practice Allowance to a new contractor has been successful. I see no reason why the same will not happen with the new system.

**M.L. Royner**  
Sheffield

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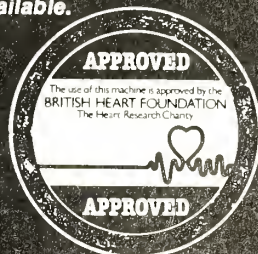
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## Boots step out of town with Cricklewood store

**Boots' mysterious out-of-town developments are getting underway, with a superstore planned at Cricklewood and two unknown sites likely to be ready by February.**

The company is still keeping secret its exact plans for the new stores. But facilities in the Cricklewood outlet will include a creche, babies' changing and feeding rooms and a snack bar, and are designed "with young families in mind". And the 30,000 sq ft site will house a new shop breaking away from the Boots image.

Initially Boots planned to have the store ready and working by February/March next year, but the process of getting planning permission has been put back and a spokesman admitted: "How long it will be now, I don't know. But we'll get it in

the end".

Boots announced a "significant improvement" in most sections for the first quarter, especially in the sound vision, toiletries and chemist areas. Boots the Chemists sales went up by 8.9 per cent, of which 2.4 per cent was price inflation. Chairman Robert Gunn told shareholders that "a great deal is happening within the company which I am confident will make it stronger and enable us to meet the challenges which may lie ahead".

In a Press meeting last month (see C&D, June 7, p 1149) Boots told reporters that they were buying up a number of out of town sites, which would not suit the chemists' type of retailing. They refused to comment then on speculation that they might be planning home and leisure superstores.

## Mr X to head Beecham

**Beecham have found a new chairman and will reveal the name within the next few weeks.**

Caretaker chairman Lord Keith told shareholders at the firm's annual meeting that he would be going back to the post of vice-chairman until his retirement. Lord Keith took over the chairmanship temporarily after Sir Ronald Halstead was suddenly ousted, having been in office only 15 months.

A candidate for the full-time post had previously been chosen, but the arrangement fell through, and Lord Keith had continued the search in the US.

## Safety first, says Lords

**A call for new rules on safe trading has been made by a House of Lords Committee.**

A report by the Lords' Select Committee on the European Communities calls for a general duty to be imposed on manufacturers to provide safe goods. Among the proposals is a suggestion that manufacturers should be obliged to supply instructions which are easy to read and understand.

A Consumer Safety Act, drafted by the

National Consumer Council and effective from August 8, will widen Trading Standards Officers' powers to seize unsafe goods.

But these powers only apply to products—such as cosmetics—which are already covered by existing safety rules. The NCC has been pressing for more legislation to widen the safety obligation for importers and makers.

The NCC also wants consumer education on the school curriculum, and is soon to publish guidelines for teachers, along with the Scottish Consumer Council and the Scottish Consultative Committee on the Curriculum.

## Retail sales looking up

**Retail sales are still picking up, but their volumes rose less than expected in June.**

The latest CBI/FT survey of distributive trades shows the highest balance of respondents since December reporting good sales for the time of year. This could be put down to better weather, Budget tax cuts and lower mortgage rates, according to the CBI's director of economic affairs, John Caff. Shopkeepers expect faster growth in July.

Wholesalers, on the other hand, are expecting slightly slower growth for this month, after better sales in June. The number reporting too many stocks for June fell to 23 per cent from 31 per cent in May.

## Missing the revolution?

**Manufacturers must act quickly or miss the boat as the electronic shopping revolution gathers pace, according to a new report.**

If manufacturers don't adapt to EPOS within three years, they will lose control to multiple retailers in several areas, say the authors of "The electronic revolution in store", published by Ogilvy and Mather. Their grasp on store prices, shelf space and re-ordering will slip, and opportunities for in-store promotions will be fewer.

But producers could improve their position by taking advantage of EPOS to build up consumer loyalty, and to change their relationship with retailers by negotiating at the highest level.

Retailers will see a five-year boom in EPOS systems, say the analysts, and by 1990 about a third of Britain's shops will have them installed. By the mid 1990s, most large multiples will have EPOS and up to 80 per cent of packaged items will be sold electronically. The top six supermarket chains will be equipped and will have overhauled their stocking systems, the report predicts, and in most stores packaged goods will be cut to two or three main brands, a quality own brand and a cheap generic.

Shelf space will be allocated by computer, with producers' salesmen kept away from the stockrooms and shelves.

Other changes will prevent manufacturers from running promotions if they mean changing layout; and retail branch deliveries will all be ordered from group headquarters, where the electronic scanners will feed out information.

## Stopping the card tricks

**The campaign against cheque card fraud is being stepped up with new advertising and a newsletter for retailers.**

The Bank Cheques Card Committee is starting its latest campaign with a direct mailing shot to about 4,000 retailers and trade associations.

The newsletter, "Cardwatch", includes a question-and-answer column and a list of precautions to take when looking at cheque cards. This will be followed in September by a nationwide poster campaign featuring an identikit picture of a cheque card thief.

*Chemist & Druggist 26 July 1986*





Presenting the Queen's Award for Technological Achievement for Tracrium is General Sir Hugh Beach, the Vice-Lord Lieutenant of Greater London. The award was won jointly by Wellcome's Dr Roy Hughes (second left), and the University of Strathclyde, represented by Professor John Stenlake (right). Professor James Payne of the Royal College of Surgeons, who helped with the research looks on

## Data Act: more access to come?

The Data Protection Registrar is supporting an amendment to the Data Protection Act which would allow patients "modified" access to their health records.

Information could only be withheld if, in the opinion of a health professional, it would cause the patient harm to see them. It would apply to all personal health data including that held by pharmacists, says assistant data protection registrar Dr John Woulds. The amendment is one of three on health records access put forward by a DHSS working party.

The British Medical Association wants any decision on whether a patient can see health records to be at the discretion of the health professional. Amendments to the Act must be completed by November 1987.

## Secondary rents soar for shops

Rents on secondary sites, though down on the year to November, are higher this year than at any other time since 1980. And secondary shop rents have gone up faster than any other sector.

The "secondary" properties assessed in Hillier Parker's index for the year to May cover sites on the border of what institutions usually buy. For 1985-86, their rent values have increased by over 9 per cent. And secondary shop rents have overtaken prime shops, going up 15.6 per cent, and more than doubling since 1979.

By contrast, the secondary industrial market is well down on a year ago.

## Prism-plus tops Unichem range

Unichem have unveiled an upgraded version of their Prism pharmacy management computer.

Prism-plus uses a top of the range IBM computer, the PC-ATE, which, they say, offers hard disc storage with greater flexibility and speed of operation. The system has been designed to use additional software now being prepared, including point-of-sale and multi-user options. The latter is expected to be ready by the end of the year, although with only two stations.

The forthcoming computer prescription pricing trials will be based on Prism-plus, Unichem management services director David Walker announced when the system was given a surprise preview at a recent Preston open evening.

The system will be priced at £3,950, including software and training. A number of orders have already been received, say Unichem, and installation is due to start in August.

## Laws to fight poison threat

New laws are to be introduced to curb attempts, threats and claims to contaminate foods and other goods in shops.

The Government intends to bring in an amendment to the Public Order Bill which is now going through Parliament, after discussions between the Retail Consortium and the Home Office. The Consortium had been worried about the inadequacy of existing laws to deal with people who threaten to or contaminate goods.

Tom McNally, director general of the Retail Consortium, said that retailers and customers had been paying in price and increased security.

## EVENTS

### Advance Information

**World's Fair of imaging systems**, a review of eras, trends, styles and names in fifty years of colour photography September 3-9 at the Cologne Trades Fairs complex Details from Marianne Hollmann, 0221/821-2494

**Sign '86**, the first sign exhibition, from September 16-18 at Kensington Exhibition Centre, London (running alongside POS '86) Further details from Trish Hetherington, 01-340 3291.

**Primary health care and elderly people**, a residential course on September 16, 17 at the Age Concern training resource centre, Birmingham B31 2AR Cost £60 Applications to the training department, Age Concern England, 60, Pitcairn Road, Mitcham, Surrey CR4 3LL by September 6

**1987 Which Computer show**, February 17-20 1987 at the National Exhibition Centre, Birmingham. Details from Peter Walker 01-388 9871.

## Vestric boosts AAH results

An "excellent" contribution from Vestric has helped push AAH pre-tax profits up by 62½ per cent for the year to March 31.

With turnover at £976.9 million — 87½ per cent up on last year's £521.1m — and profits at £18.28m before tax, chairman Bill Pybus pointed out that 66 per cent of trading profits were earned in the first nine months of the year.

The pharmaceutical supplies division brought in £536m sales and the original wholesaling companies increased their profits by 16 per cent.

Referring to the terms of trade being discussed by the Government, Mr Pybus commented: "The small net margin reduction will have to be passed on to the customer by way of a reduced discount. Any unsettling of the market caused by such a change will create opportunities for our companies to gain market share."

Looking to the future, Mr Pybus said progress would not be as dramatic as last year's but he was confident of a satisfactory result.

## No limit to biased discounts

Legislation to limit the use of discriminatory discounts has virtually been ruled out by Michael Howard, the Minister for Consumer Affairs.

Liberal MP Malcolm Bruce led demands in the Commons for a Bill to protect small businesses against discriminatory discounts. He suggested that the Government should consider introducing a code of practice for large firms dealing with small businesses.

Action was also urged by Peter Hardy (Lab) who maintained that the Minister's Department and the Office of Fair Trading must be well aware "both of the substantial scale and the inherently unfair nature of the discounts". He contended that discriminatory discounts had been the cause of rapid change in the retail trade.

Mr Howard recalled that both the Monopolies and Mergers Commission report in 1981 and the Office of Fair Trading Report in 1985 concluded that the benefit of discounts was passed on to the consumer. He also underlined the fact that since January the Trade and Industry Secretary had received only four representations on the subject.



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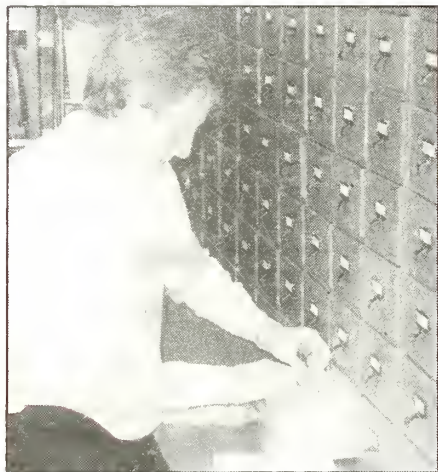
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## Student gets culture shock

One young pharmacy undergraduate was in for a rude awakening when he arrived at the National Pharmaceutical Association to take up a holiday job.

Nineteen-year-old Mark Thompson from Harpenden believed he would be



carrying out complex chemical assays in laboratories. He had no concept of what the Association was or the services it offered to members, and was still reeling from the shock when put to work in the information department. His first request from a member was: "How do you keep bagpipes moist in hot weather?"

However Mark, who has just completed his first year studies at Sunderland Polytechnic, has now recovered and will be working at Mallinson House for ten weeks until he returns to college. PS Laurite usually does the business for bagpipes!

## New editor for *PJ*

Mr Douglas Simpson, currently senior assistant editor, has been appointed editor designate of the *Pharmaceutical Journal*. He will take up his duties on January 1, 1987.

Mr Simpson studied at the school of pharmacy at Sunderland Polytechnic, graduating in 1963. After experience in community pharmacy he joined the editorial staff of the *PJ* in 1965.

Mr Simpson, who lives in Beckenham, is married with two children. Although he



Middlesex pharmacist Popat Shah (in Pharmco T-shirt) puts his best foot forward on a ten-mile sponsored walk for the Cystic Fibrosis Research Trust, seen off by the local Mayor and Mayoress. The walk raised more than £1,500 and also involved Brian Luckhaus, another local pharmacist (third from left). Mr Shah organised the walk — his fundraising activities are an annual event for the Mayor's Appeal Committee. Money raised through his pharmacy has so far paid for five guide dogs for the blind

finds little time for hobbies, he was until recently actively involved in the world of amateur dramatics — but is now "resting".

## Anyone for golf?

Cleveleys pharmacist John Cropper is forming a Fylde & District Pharmaceutical Golf Society and is interested in hearing from potential members.

Tee times have been booked for September 10 at St Annes Old Links Golf Club. Sixteen people are so far going, but Mr Cropper says he wants more! He can be reached at J.W. Cropper & Son Ltd, 9 Rossall Road, Cleveleys, Lancs FY5 1AS (tel 853040).



Mrs Marian Coupe MPS, owner of the M.D. Coupe Pharmacy in Warmsworth, South Yorkshire, is the latest winner of Unichem's £1,000 Passport to Riches monthly draw. Mrs Coupe is pictured (second left) with her husband Stephen (far left) and shop assistant Mrs K. Finney, being presented with her cheque from Unichem director Neil Chapman.

## Society's PR man to leave

The Pharmaceutical Society's director of public relations, Mr Philip Paul, is to leave the Society at the end of September.

Mr Paul, who has worked there since 1978, says he will concentrate on freelance writing and PR consultancy. His first commission will be a history of the Metropolitan Police forensic science laboratory.

**Parfums Givenchy:** Nigel Cartell becomes sales development and promotions manager. He joined the company in 1976 as area manager for South West England, South Wales and the Midlands, and later for the West End stores at well. Liz Moore becomes the training manager. She joins from Faberge, where she was a consultant manager.

**Sunderland Polytechnic:** Professor J.R. Brown, head of department of pharmaceutical chemistry, has been re-appointed dean of the faculty of pharmaceutical sciences for a further three year period.

**Modo Consumer Products Ltd:** Paul Thomas is appointed financial controller at the factory in Saltney Ferry, Chester, where an expansion programme has recently been completed.

**E.C. de Witt & Co Ltd:** John Metselaar has been appointed to the board as sales director. His previous position was director of sales.



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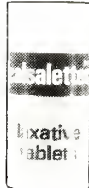
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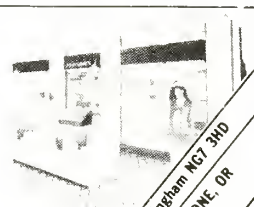
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